

# ROBERT SWARTZLANDER

## ART DIRECTOR/SENIOR DESIGNER



rms8085@gmail.com



bobswartzlanderdesign.com/portfolio

linkedin.com/in/bobswartzlander



(310) 408-9643

A highly skilled graphic designer and mentor, delivering a vast array of experience across diverse platforms. Well-versed in a wide range of marketing mediums and tools including digital, print, broadcast, and social media. Collaborative team leader and relationship builder. Adept at obtaining buy-in from department management and executive-level leadership. Proven ability to move projects from conceptual stages to launch while handling multiple, often competing, deadlines. Excels at effectively leading remote, global teams across multiple time zones, languages, and countries. A natural learner and teacher that loves to solve any problem that is presented.

## EXPERIENCE

### ART DIRECTOR & SENIOR DESIGNER

#### ActOne Group | In-House & Remote 2015 - Present

- Create cohesive marketing materials and leadership for multiple brands with operations in over 30 countries
- Hire, supervise, and provide leadership to global team members including training, scope of work, and day-to-day tasks
- Manage designers and external printers to ensure our output and printed results meet branding and style guidelines
- Led the rebranding of our medical staffing division by creating new logo, web, and sales support materials
- Lead designer for the company's annual week-long sales incentive function. Responsible for concept and look of entire award show, expanding that to all print and web-based materials

### CONSULTANT

#### Remote 2017 - Present

- Develop brand voice, imagery, and talking points into comprehensive marketing campaigns
- Assess business needs and evaluate the best approach for long term growth and brand awareness
- Develop social media messaging and media
- Conceive, design, and launch two quarterly travel magazines
- Consult with small business owners to help develop brand-specific web offerings
- Design materials and promote concerts for local charities, raising over \$25,000 per season

## ADDITIONAL RELATED EXPERIENCE

### Graphic Designer, AppleOne Employment

- Work in tandem with department leadership to execute on-brand marketing materials
- Create time-sensitive materials for trade shows and job fairs
- Video editing in Premiere for social media posts
- Support training department with document designs and learning platform support

## TOOLS

- |               |                |
|---------------|----------------|
| ✓ Adobe CC    | ✓ Excel        |
| ✓ Illustrator | ✓ Sharepoint   |
| ✓ InDesign    | ✓ Wrike        |
| ✓ Photoshop   | ✓ Monday       |
| ✓ Dreamweaver | ✓ Wordpress    |
| ✓ Premiere    | ✓ Wix          |
| ✓ Office 365  | ✓ Vyond        |
| ✓ Office      | ✓ Dropbox      |
| ✓ PowerPoint  | ✓ Google Drive |

## EXPERTISE

- ✓ Content Creation/Management
- ✓ Leadership/Team Building
- ✓ Manage Remote Teams
- ✓ Brand Awareness
- ✓ Sales Support
- ✓ Sales/Marketing Strategies
- ✓ Brand/Product Launches
- ✓ Video/Animation/Webinars
- ✓ Social Media
- ✓ Tradeshows
- ✓ Budgets/ROI
- ✓ UI/UX
- ✓ Typography
- ✓ Print Production

## EDUCATION

### MANCHESTER (CT)

Technical Community College  
AS Graphic Design